

MINUTES

Parks and Open Space Mayor's Advisory Committee
Campbell Senior Center - 155 High Street

January 7, 2004
7 p.m.

PRESENT: Dale Berg, Merle Bottge, Roxy Cuellar, Corey Dingman, Art Farley, Steve Johnson, Nancy Nathanson, Avishai Schermerhorn, Linda Swisher, Tim Whitley, members; Renee Grube, Tim Patrick, Library, Recreation, and Cultural Services; Carrie Peterson, Andrea Riner, Parks and Open Space Division; Misty Fisher, Sally McIntyre, MIG, Inc.

I. WELCOME

Ms. Nathanson convened the meeting. She noted that the meeting was a continuation of the discussion from the December meeting.

II. PUBLIC COMMENTS

Mary Tegal noted that she had seen decisions made that did not reflect policy or a mission statement. She urged the committee to develop a mission statement. She stressed the importance of maintaining a long term vision for recreational programs. She said the City should concentrate on short-term ideas rather than putting in costly capital improvements that could be better handled by the private sector. She opined that the City should maintain its existing parks and do fewer additions. She added that areas that were quiet and were not lit at night were also necessary.

Marcy Cauthorn encouraged the use of the 1998 bond money to build more pools. She said these actions were imperative to maintain park sustainability. She urged that more parks, pools, and ball fields should be spread more evenly throughout the community.

III. COMPREHENSIVE PLAN UPDATE

Ms. Riner provided the update. She said she had made a lot of progress in getting the research to the consultants. She said the report would be ready for the March meeting and might be included in the February meeting packet. She said a strategy would be developed for neighborhood organizations as the next step.

IV. PRELIMINARY STRATEGIC PLAN FRAMEWORK

- **What are our core values that all services are based on?**

Ms. McIntyre called attention to the handout entitled “Values and Vision.” She said staff had come up some ideas based on the community values survey. She cited values listed by City staff such as healthy human development, healthy community, customer service, sustainability, and creativity.

Ms. McIntyre cited sustainability as a major value that should be considered in all aspects of City service.

Ms. McIntyre noted that there were further examples of values and goals included in the meeting packet and called for input from the committee members on what core values it thought should be added.

Mr. Farley suggested the idea of neighborhood parks within walking distance of all city residents. He added that a connected park system would also be beneficial to the City. He stressed the importance of being inclusive as a core value.

Mr. Schermerhorn stressed the importance of environmental stewardship as a core value.

Mr. Berg said partnerships with other agencies needed to be core value. He added that encouraging activities for entire families should be a value.

Ms. Bottge said a health community had attractive parks that everyone could enjoy. She said this would include all of the concepts so far. She likened parks as the living room of the community.

Ms. Cuellar suggested core values that spoke more directly to parks. She raised concern with being too general. She suggested maintenance of facilities as an example.

Ms. Nathanson said parks should encourage the physical and mental well being of the community.

Ms. Swisher suggested adding educational values as well as volunteer opportunities.

Mr. Whitley stressed the importance of environmental stewardship. He added that wildlife also needed to be taken into consideration.

In response to a question from Ms. McIntyre regarding environmental education, Mr. Whitley said he worked with students who spent two years working in specific areas and noted that those students were coming back to the areas after that program was over. He said the educational program was making long term impressions.

Mr. Farley noted that parks provided many opportunities for public involvement. He added that parks provided a legacy for future generations.

Mr. Dingman suggested that part of inclusivity was affordability.

Mr. Farley noted that parks should be visible and known by residents.

Mr. Schermerhorn stressed that core values needed to be specific rather than general terms. He suggested that creativity and art should be core values for parks. He said beautification projects added to city pride.

Ms. Swisher suggested restoration of native species in parks areas.

- **What concepts should be included in our vision statement?**

Ms. McIntyre called for one line statements that would describe what future parks and recreation would be like.

Ms. Swisher suggested encouraging tolerance of cultural diversity.

Mr. Whitley suggested having the words “community” and “stewardship.”

Mr. Johnson suggested “Improve Our Community” could be the entire vision statement. He said this would include everything talked about. He raised concern over creating too cumbersome of a statement.

Mr. Dingman suggested wording about optimizing our everyday experience.

Mr. Johnson commented that this was more of a goal rather than a vision statement.

Mr. Farley suggested “Create a sustainable environment and an active healthy community.”

Ms. Cuellar suggested “Healthy Community, Healthy Environment.”

- **What are some of our goals for outcomes?**

Regarding goals, Ms. McIntyre said the number one priority on the community survey was for opportunities for residents to enjoy nature/outdoors. She urged the committee to keep the community goals in mind when figuring outcomes. She said there could be a number of goals but remarked that there should not be too many since performance measures would be attached to the goals that were established.

Mr. Whitley suggested a goal of equitable distribution.

Ms. Cuellar suggested a goal of fiscal responsibility.

Mr. Johnson suggested accessible recreational opportunities. He commented health and wellness was more of an outcome than a goal. He said it would be difficult to attach health and wellness to a performance measure.

Mr. Whitley stressed the importance of having measurable goals.

Ms. Riner commented that building a sense of community was a good goal to have but noted that it would be difficult to measure.

Mr. Farley noted that the community had provided very good general goals.

Mr. Johnson believed that providing opportunities for improvement was a goal that could be measured.

Ms. Swisher suggested promoting public understanding of ecological issues. She added that maintaining the existing system should also be a goal.

Ms. Bottge suggested a goal of promoting human development.

Mr. Dingman suggested a goal of expanding trail connections to park facilities.

Ms. Nathanson suggested a goal of providing neighborhood based community centers.

Ms. Bottge suggested promoting volunteer programs.

Ms. Cuellar stressed the importance of balancing resources of the City when implementing goals for parks and recreation.

- **Suggestions for a Mission Statement**

Ms. Nathanson commented that a short statement would be more like a slogan. She said that a few sentences might describe Eugene's parks vision in a more complete way.

Mr. Johnson suggested writing a vision for each core value. He said goals and outcomes were more important to him than coming up with platitudes that everyone on earth could agree with.

Ms. Riner said the vision needed to state what people wanted to see in the community in the next 20 years.

Mr. Berg stressed the importance of providing opportunities.

Mr. Schermerhorn said accessibility and inclusivity would be included in providing opportunities.

Mr. Farley reiterated his suggested wording of healthy environment and community.

Mr. Schermerhorn suggested adding sustainability to the statement.

V. NEXT STEPS

The next meeting was scheduled for February 4 at the Public Works complex.

The meeting adjourned at 8:50 pm.

(Recorded by Joe Sams)

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